



Welcoming Diversity of Talent

We surveyed over 1,000 Minnesota employers to see what they are doing to attract and retain a diverse workforce.

Here's what we learned.

Are businesses actively recruiting people of color?

Yes!

Employers of all sizes and in all regions and industry sectors of Minnesota report that they are actively seeking to increase racial diversity in both entry-level and management positions.



Did You Know?

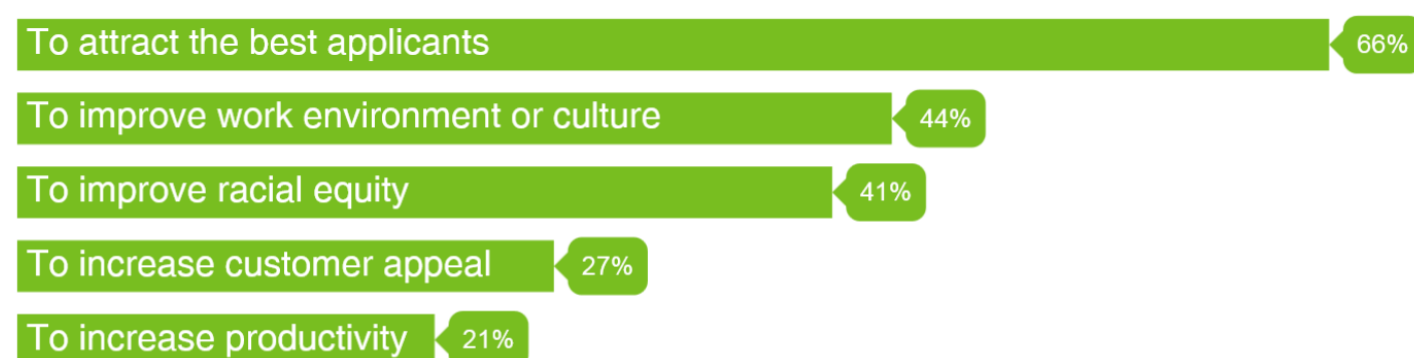
Large and small firms tend to have different priorities around diversity.

- Three in four businesses employing 250 or more workers are actively seeking to hire people of color.
- One in four businesses employing fewer than 50 workers are actively seeking to increase the racial diversity of their workforce.

Why are employers recruiting people of color?

For both moral and economic reasons...

Percent of employers agreeing with the following reasons to increase the racial diversity of their workforce:



How are businesses attracting and retaining diverse talent?



Over half have worked to ensure that stated minimum qualifications are truly required and not simply preferred.

Half pay for professional development of their employees.



In one out of every three businesses, senior leadership have communicated a commitment to diversity.

A third have made diversity training available to all employees.

